

CONFERENCE OVERVIEW



Since 1998, OSCON has been bringing together tech's visionaries and hackers to explore all that open source has to offer. As the pace of innovation accelerates, OSCON provides a central place to gain exposure to and evaluate the projects, tools, services, platforms, languages, software, and standards sweeping through the open source community. OSCON helps to define what it means to be open source, and has become one of the most important places launch new products and developer projects.

Join us at OSCON 2011, the crossroads of all things open source. Come together with thousands of the best, brightest, and most interesting people in the tech industry. For sponsors and exhibitors, OSCON has become a key venue for showcasing products and services in the growing open source marketplace.

Estimated attendance: 2,500–3,000

Target Audience: Developers, programmers and engineers, CxOs, hackers and geeks, sys admins, enterprise developers and managers, entrepreneurs, activists, designers, IT managers, trainers, and educators

Two-and-a half day Expo Hall: July 26-28, 2011

OSCON 2010 sponsors included: Intel, Microsoft, Google, Facebook, Rackspace Hosting, Robert Wood Johnson Foundation, ActiveState, CommonPlaces, DB Relay, FireHost, Go Daddy, HP, HTSQL by Prometheus Research, Impetus Technologies, Infobright, Jaspersoft, Kaltura, Marvell, Mashery, (mt) Media Temple, NorthScale, Open Invention Network, OpSource, Oracle, Parallels, PayPal, Percona, Qualcomm Innovation Center, Rhomobile, Schooner Information Technology, Silicon Mechanics, SourceGear, Symbian VoltDB, and WSO2

OSCON 2010 program tracks included: Business, Cloud Computing, Community, Databases, Education, Hardware, Health, Java, Javascript, Mobile, Operations, Perl, PHP, Products & Services, Python, Ruby, and Tools & Techniques

Selected past speakers include:

Brian Aker, *Data Differential*

Dries Buytaert, *Acquia*

Scott Chacon, *GitHub*

Mel Chua, *Red Hat*

Chris DiBona, *Google, Inc.*

James Duncan, *Joyent*

Paul Fenwick, *Perl Training Australia*

Wez Furlong, *Message Systems, Inc.*

Evan "Rabble" Henshaw-Plath, *cuboxsa.com*

Erik Meijer, *Microsoft*

Marten Mickos, *Eucalyptus Systems*

Bruce Momjian, *EnterpriseDB*

Lew Moorman, *Rackspace*

JP Rangaswami, *BT*

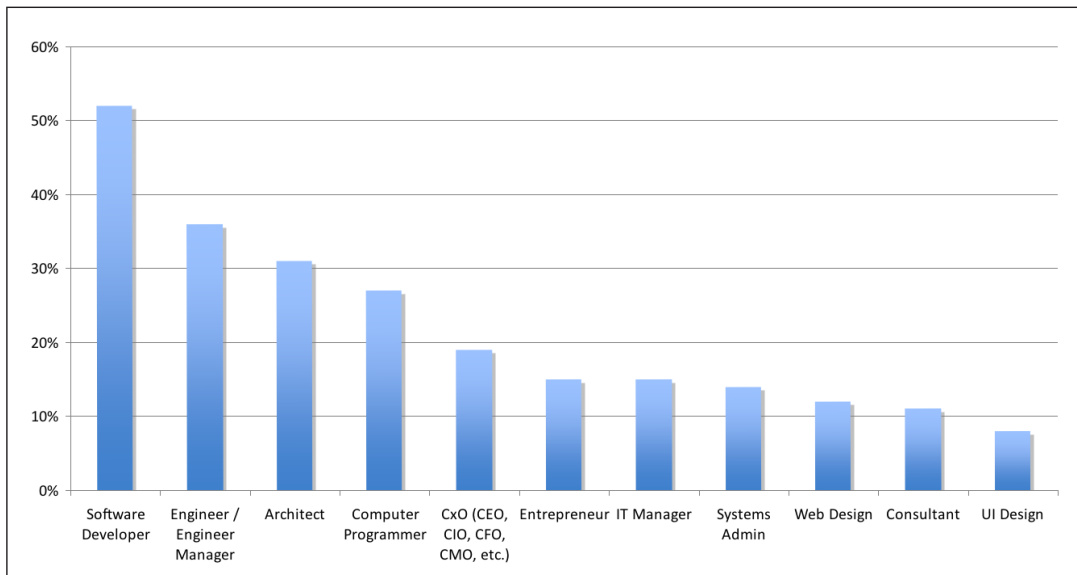
David Recordon, *Facebook*

Chris Shiflett, *Analog*

OSCON DEMOGRAPHICS

The OSCON audience is highly technical, professional, and passionate about open source

OSCON 2010 Attendee Titles (more than one may apply)



Attendee Company Size

| | |
|-------------------|-----|
| 1 – 50 | 37% |
| 51 – 100 | 7% |
| 101 – 500 | 11% |
| 501 – 1,000 | 4% |
| 1001 – 2500 | 5% |
| 2500+ | 35% |

REACH DECISION MAKERS

Over 80% of OSCON attendees are actively involved in the purchasing process

Attendee Purchasing Role (more than one may apply)

| | |
|-------------------------------------------------------------------------|-----|
| Determine Needs | 57% |
| Evaluate products | 40% |
| Recommend purchases | 39% |
| Introduce new products/technologies for considerations/evaluation | 38% |
| Develop specifications | 32% |
| Authorize purchases | 19% |
| Not Involved | 19% |

ORGANIZATIONS REPRESENTED AT OSCON 2010

Gain access to a highly qualified audience from many well-known companies

| | | |
|---------------------------|-------------------|-----------------------------|
| Accenture | Hewlett-Packard | Qwest |
| Adobe Systems | IBM | Rackspace Hosting |
| Akamai Technologies, Inc. | Intel Corporation | REI |
| Amazon | Kaboodle | Redmonk |
| AOL | LibertyMutual.com | Salesforce |
| Apple Inc. | LinkedIn | Shopzilla |
| AT&T Services, Inc. | Lockheed Martin | Skype |
| Best Buy | Lycos Inc. | Sony Ericsson |
| BBC | Microsoft | Sony Playstation |
| BitGravity | Motorola | SugarCRM |
| Canonical, Ltd. | Mozilla | Target |
| CareerBuilder LLC | Neustar | Thomson Reuters |
| Cisco Systems Inc. | NexTag, Inc. | ThoughtWorks |
| Citrix Inc | NFL | Time Warner Cable |
| Cloudera, Inc | Nike, Inc. | Toyota |
| Comcast | Nokia | Travelocity |
| Dell | Ning Inc. | Turner Broadcasting Systems |
| Digg, Inc. | Nokia | USAA |
| eBay, inc. | OmniTI | Walmart.com |
| eHarmony | Oracle USA Inc. | Wikia |
| F5 Networks | Orbitz Worldwide | Yahoo! Inc. |
| Facebook | Palm, Inc. | Yelp |
| FedEx | PayPal | YouTube |
| Gap, Inc. | Philips | Zappos.com |
| Google, Inc. | Qualcomm, Inc. | Zynga |

2011 SPONSORSHIP PACKAGES

Diamond Level Sponsorship: (limit 3)

Top Tier Sponsorship at OSCON

Pre-Conference

- Company, logo and 100-word description on event website
- 728x90 Static banner ad in rotation on event website*
- Sponsor designation in outbound marketing emails and press releases
- Access to the pre-registered media list
- One pre-event email to opt-in list*
- Exclusive Sponsorship of one OSCON webcast (includes access to attendee emails)

Onsite

- On-Stage Recognition by Program Chairs
- 15 minute Plenary Keynote (subject to approval by Program Chairs)
- Two 40 minute speaking opportunity in the Products & Services track
- One (1) single-sided meter board with sponsor graphics*
- 2 page, full color ad in Event Guide in premium location*
- Company name, logo, 100-word description, and link in Event Guide*
- 12 conference sessions passes (tutorials not included)
- 20 x 20 booth in the Expo Hall
- Use of press meeting room for interviews and briefings (first-come, first-served basis)
- Attendee Bag Insert *

Post-Conference

- One post event email to opt-in list*

Platinum Level Sponsorship: (limit 4)

Pre-Conference

- Company, logo and 75-word description on event website
- 728x90 Static banner ad in rotation on event website*
- Sponsor designation in outbound marketing emails and press releases
- Access to the pre-registered media list
- One pre-event email to opt-in list*

Onsite

- 40 minute speaking opportunity in the Products & Services track
- One (1) single-sided meter board with sponsor graphics*
- Full page, full color ad in Event Guide*
- Company name, logo, 75-word description, and link in Event Guide*
- 10 conference sessions passes (tutorials not included)
- 20 x 20 booth in the Expo Hall
- Use of press meeting room for interviews and briefings (first-come, first-served basis)
- Attendee Bag Insert *

Post-Conference

- One post event email to opt-in list*

A limited number of complimentary booths are available for .orgs and other nonprofit groups. Eligibility to be determined by O'Reilly. Please contact May Munji for details: may@oreilly.com

Gold level Sponsorship:

Pre-Conference

- Company, logo and 75-word description on event website
- Sponsor designation in outbound marketing emails and press releases
- Access to the pre-registered media list
- One pre-event email to opt-in list*

Onsite

- 40 minute speaking opportunity in the Products & Services track
- Full page, full color ad in Event Guide*
- Company name, logo, 75-word description, and link in Event Guide*
- 8 conference sessions passes (tutorials not included)
- 10 x 20 booth in the Expo Hall
- Use of press meeting room for interviews and briefings (first-come, first-served basis)
- Attendee Bag Insert *

Post-Conference

- One post event email to opt-in list*

Silver level Sponsorship:

Pre-Conference

- Company, logo and 50-word description on event website
- Sponsor designation in outbound marketing emails and press releases
- Access to the pre-registered media list

Onsite

- 40 minute speaking opportunity in the Products & Services track
- Half page, full color ad in Event Guide*
- Company name, logo, 50-word description, and link in Event Guide*
- 4 conference sessions passes (tutorials not included)
- 10 x 10 booth in the Expo Hall
- Use of press meeting room for interviews and briefings (first-come, first-served basis)
- Attendee Bag Insert *

Exhibit Only:

Pre-Conference

- Company, logo and 50-word description on event website
- Access to the pre-registered media list

Onsite

- Company name, logo, 50-word description, and link in Event Guide*
- 1 conference sessions pass (tutorials not included)
- 10 x 10 booth in the Expo Hall

Custom packages are available—please call for details and pricing.

**subject to deadline*

MARKETING AND PROMOTIONAL OPPORTUNITIES

- **Targeted Track Sponsorship (multiple available)** These custom packages allow sponsors extensive reach within a select segment of the OSCON audience. Each package includes pre-event and on-site branding within a targeted area of the audience.
- **Attendee Bag Sponsorship (One only)** Keep your company name and logo top of mind by sponsoring the official OSCON attendee bags. These bags are given to all conference attendees and are a great way to see your brand everywhere at OSCON. Bags are produced by O'Reilly and include both the OSCON and sponsor logos.
- **Attendee T-shirt Sponsorship** Be the exclusive sponsor of the official OSCON 2011 T-shirt and have your company logo displayed on a geek badge of honor! OSCON T-shirts are collected and prized by attendees, so your company will be recognized for years to come along with the OSCON 2011 logo. T-shirts will be designed and produced by O'Reilly.
- **Lanyard Sponsorship (One only)** Place your logo and company name on every lanyard at the show! This is an excellent way to increase your company visibility.
- **Video Sponsorship** Engage the OSCON community onsite and after the event through this official Video Sponsorship. Your company will receive sole placement on the opening titles of each plenary video posted on the OSCON website—as well as on Blip.tv and YouTube—where attendees, world-class press, and open source enthusiasts will ignite and drive the buzz.
- **Connectivity Lounge** Sponsor the area where OSCON attendees can get online and powered up. Includes a 2 x 3 foam core sign designating sponsorship in the lounge, signage on each table, sponsor designation in housekeeping slides, plus the opportunity to distribute literature in the area.
- **Late Night Reception Sponsorship** Sponsor a cocktail party following evening events at the conference. Includes event signage and pre-conference marketing.
- **Lunch Sponsorship (Multiple)** Sponsor lunch for every attendee. Includes thank you by program chair; announcement in conference slide show between sessions, and table tents with your logo at every table in the dining area. Food & beverage included.
- **AM/PM Break Sponsorship (Multiple)** Sponsor one of those important snack breaks. Includes announcement in conference slide show between sessions, and table tents with your logo in the hospitality area. Food & beverage included.
- **Massage Booth Sponsorship (One only)** A popular draw at OSCON, O'Reilly hires local massage therapists to offer neck and shoulder rubs to weary attendees. This opportunity includes a one-sided meter board with your company logo and information.
- **OSCON Lounge Sponsorship** Stake your claim in the 20'x30' expo hall lounge. This completely furnished area offer a restful place for OSCON attendees to relax, network, or write a few lines of code. This turnkey opportunity includes a double-sided meter board with your company logo and information. You may provide hardware internet connections, branded pillows and/or company literature in the area.
- **Registration Sponsorship** Sponsor the registration area where every attendee must collect their conference badge and materials. Includes signage in the area and the opportunity to provide a gift to each attendee.
- **Floor Graphics (Multiple)** Direct attendees to your booth or presentation with durable, retail floor graphics. With over 3,000 attendees walking the conference halls, the floors offer valuable marketing and advertising space.
- **Full-page or Half-page Ad** Place your advertising message in the printed Event Guide. Use the space to promote your company or products, or to encourage attendees to visit your booth or presentation during the conference.
- **Double-sided or Single-sided meter board sign** Place your brand and marketing message on a tall, free-standing sign in the common area at the conference. We will design or you may submit a design for us to use.
- **Web banner** Your 728 x 90 static web banner will rotate on the conference website.
- **One time opt-in email** Send a marketing message to a targeted list of OSCON attendees.
- **Attendee bag insert** Have your brochure or promotional item distributed in the attendee conference bags.

Please print your Company name exactly as it should appear in all marketing and promotional materials for the event:

Product to be displayed in booth space (if any):

PRIMARY CONTACT INFORMATION

Name _____ Email _____

Company _____

Phone _____ Fax _____

Mailing Address (if different from below) _____

City _____ State _____ Zip Code _____

BILLING INFORMATION

Name _____ Email _____

Phone _____ Fax _____

Mailing Address _____

City _____ State _____ Zip Code _____

SPONSOR & EXHIBITOR SELECTIONS

SPONSOR PACKAGES

Conference _____

Sponsor Level _____

Price \$ _____

EXHIBIT BOOTHS

Square feet _____

@ \$ _____ per square foot

Exhibit fee \$ _____

TOTAL AMOUNT DUE:

\$ _____

Additional Marketing Opportunities

Advertisements

Pages _____ Price \$ _____

Bag Inserts

Number of pieces _____ Price \$ _____

PAYMENT INFORMATION

Full payment is due upon execution of this Application and Contract. All fees are deemed fully earned and are non-refundable. Cancellation by Sponsor/Exhibitor does not relieve Sponsor/Exhibitor of liability for full payment of fees, notwithstanding the loss of Sponsor/Exhibitor package benefits.

PAYMENT TYPE

Company check (Please make check payable to O'Reilly Media, Inc.)

Visa MasterCard American Express

Account number _____ Exp. date _____

Print cardholder's name _____

Cardholder's signature _____

Purchase Order P.O. Number (required if payment is not submitted with application): _____

TOTAL AMOUNT DUE: \$ _____

COMPANY LOGO AND INFORMATION

Please submit a company logo and company/product description: Sponsors, see sponsorship details for number of words; Exhibitors submit a 50-word description. O'Reilly Media, Inc. ("O'Reilly") is authorized to make use of this information for the conference program, related marketing material, and website. Company description and logo should be submitted via email to sponsorships@oreilly.com and should comply with one of the following print specs:

1. Vector file with fonts outlined (this is very important: O'Reilly is not responsible for providing fonts for printing sponsor-submitted logos.) or
2. 300 ppi TIFF, EPS, PDF or JPEG file of your non-animated logo. The web logo will appear on a white background.

CONTRACT SIGNATURES

Agreed: Sponsor/Exhibitor is bound to this Sponsor and Exhibitor Application and Contract ("Agreement") for OSCON ("Conference" and/or "Event"). I have read and agree to all the terms and conditions of the Agreement. I warrant that I am authorized to sign on behalf of the Sponsor/Exhibitor listed above and that all information I have provided is complete and accurate.

| Sponsor | Title | Date |
|---------|-------|------|
| <hr/> | | |

Upon receipt of this signed contract and full payment, O'Reilly will countersign and return a copy to the contact listed on page one of the contract.

| | |
|----------------------|------|
| O'Reilly Media, Inc. | Date |
| <hr/> | |

Please sign and return this contract with your payment to:

Attn: O'Reilly Conference Sponsorships, O'Reilly Media, Inc. 1005 Gravenstein Highway North, Sebastopol, CA 95472 Telephone: 707-827-7000 Fax: 707-829-0104

PARTICIPATION AGREEMENT

Terms and Conditions for Company participation in the _____ (event) taking place _____ (date).

ASSIGNMENT OF SPACE: O'Reilly shall assign the booth, display and/or tabletop space as agreed to under this Agreement for the period of the display and such assignment will generally be made no later than four weeks before the Event. Location assignments will be on a first-come, first-served basis, may be modified by O'Reilly due to changes in Event layout, venue or other factors, and will be made solely at the discretion of O'Reilly.

USE OF SPACE: Company is allowed to distribute literature, run demonstrations, and sell products, limited to items other than books, within the boundaries of the Company's assigned space. Company's product demonstration, placement or handing out of literature, signage, all booth furnishings and lighting must be well within the confines of the assigned space at all times and may in no way interfere with adjacent space. Demonstrations using audio must use headsets to demonstrate audio capabilities. All booth furnishings, equipment and displays are the responsibility of the Company, must be constructed safely, and must be installed, occupied and dismantled in accordance with O'Reilly's schedule. O'Reilly may refuse permission to exhibit any products or services O'Reilly deems objectionable or unsuitable for the Event. Company shall not assign to a third party its space or any portion of that space without the prior written consent of O'Reilly, which O'Reilly may grant or withhold at its sole discretion. If such permission is given, the Company assumes full responsibility for the conduct of the assignee and all its representatives.

COMPANY EVENTS: Company shall not schedule or sponsor any event in connection with the Conference, including without limitation evening events, during a time that overlaps or conflicts with any Conference event published in O'Reilly's Conference schedule.

INDEMNITY AND LIMITATION OF LIABILITY: Neither O'Reilly, any co-sponsor, venue provider nor any of their respective officers, agents, employees, contractors, facilities, representatives or assigns shall be liable for, and Company hereby releases them from, any claims for damage, loss, expense, harm, or injury or death to the person, property or business of the Company and/or any of its visitors, officers, agents, employees, contractors, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, uncontrollable events, third parties, accident or any other reason in connection with the display at the Conference. The Company hereby indemnifies, and shall defend, and protect O'Reilly and hold O'Reilly, any co-sponsor and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which might result or arise from Company's participation in the Conference or any actions of Company's officers, agents, employees, contractors, or other representatives. Under no circumstance will O'Reilly, any co-sponsor, or the venue provider be liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall O'Reilly's liability, under any circumstance, exceed the amount actually paid to it by the Company. O'Reilly makes no representations or warranties regarding the number or identity of persons who will attend the Conference.

OBSERVANCE OF LAWS: Company shall abide by and observe all laws, rules and regulations, and ordinances in connection with the Conference and this Agreement.

CANCELLATION OR TERMINATION BY O'REILLY: If for any reason beyond its reasonable control, including without limitation fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, or act of God ("Force Majeure"), O'Reilly shall determine that the Conference or any part will not be held, O'Reilly may cancel the Conference or any part thereof. In that event, the liability of O'Reilly is limited to the amount of fees paid, and O'Reilly shall determine and refund to the Company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by O'Reilly. In the event, however, that O'Reilly cancels the Conference for any reason other than Force Majeure, O'Reilly shall refund to Company the full amount of the fees paid by Company.

CANCELLATION BY COMPANY: All payments made to O'Reilly or agreed to under this Agreement shall be deemed fully earned and non-refundable in consideration for expenses incurred by O'Reilly and O'Reilly's lost or deferred opportunity to provide space and/or sponsorship opportunities to others. Cancellation notices must be in writing and sent to sponsorships@oreilly.com.

COMPANY CONDUCT: Company and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. O'Reilly reserves the right to eject from the Conference Company or any Company representative(s) violating those standards.

AGREEMENT TO TERMS, CONDITIONS AND RULES: Company agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by O'Reilly from time to time for the efficient and safe operation of the Conference. This Agreement represents the final, complete and exclusive agreement between the Company and O'Reilly concerning the subject matter of this Agreement. O'Reilly does not make any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by O'Reilly. No business forms (including without limitation any Company purchase order terms and conditions) shall modify, interpret, supplement or alter in any manner the express terms of this Agreement. The rights of O'Reilly under this Agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of O'Reilly. If any term of this Agreement shall be declared invalid or unenforceable, the remainder of the Agreement shall continue in full force and effect. This Agreement shall be binding upon the heirs, successors, and assigns of the Company subject to the terms of this Agreement regarding consent to assignment.